Digital Decisioning: Using Decision Management to Deliver Business Impact from AI
by James Taylor

This practical guide demonstrates how to put machine learning (ML), artificial intelligence (AI), and predictive analytics to work in the most efficient and effective way. Written in non-technical terms that everyone can understand and apply, it clearly lays out the steps involved so that these advanced technologies can be operationalized at scale to deliver real ROI.

The Basics of This Approach

The approach outlined in the book builds on this foundational tenet: decisions, not data, should be the first consideration. This tried-and-true approach is built on the success of dozens of projects from around the world. It lays out how—by using business rules to define the decisions behind the technology—companies can remain agile, transparent, and compliant, even in the face of constant change.

Who Will Benefit and How?

Established companies in regulated industries have the most to gain from this approach. By separating out the decision-making from advanced technologies, subject matter expertise can be meticulously captured and codified. This approach enables decision-making to be automated at scale, resulting in more customer-centric and profitable business operations. By targeting the right offers and actions to each customer, the customer experience is greatly enhanced. It also helps to manage risk and reduce fraud, improving ROI in a multitude of ways.

"Companies that successfully harness and integrate these techniques will thrive, while others will struggle to survive!"

—*PAUL BUHLER, Ph.D., Senior Enterprise Architect, QuickenLoans*

About the Author

James Taylor is the world's foremost expert on decision management. As CEO of Decision Management Solutions, he has been a leading voice on the topic of digital decisioning and played a large role in shaping the industry-recognized standards for modeling decisions. As a writer, he delivers the material in a straightforward and easy-to-understand presentation complete with many examples. The forewords to this book are written by leading analytic experts, Tom Davenport and Eric Siegel.

"An absolute masterclass in analytics from one of the great masters himself. Nothing but solid knowledge, sage advice, and great examples without an ounce of hyperbole or fluff."

—DOUG LANEY, Principal Data Strategist with Caserta and Best-Selling Author of "Infonomics"

"I've engaged countless strategy consultants, IT consultants, and technology vendors over the past two decades. This book describes the only approach that has actually allowed me to operationalize predictive models and deliver real ROI!"

—C-Level Executive, Insurance Sector

Automate, streamline, and optimize your business with our unique and innovative DecisionsFirst™ approach.

Learn more about us at decisionmanagementsolutions.com.